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Substitute for form 1449B/PTO

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

2

## Complete if Known

Application Number	09/862,465
Filing Date	05/23/2001
First Named Inventor	Mark LANDESMANN
Group Art Unit	3622
Examiner Name	Donald Champagne
Attorney Docket Number	084561-0104

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
<i>[Signature]</i>	D1	5,249,044		VON KOHOM	09-1993	
<i>[Signature]</i>	D2	5,285,278		HOLMAN	02-1994	
<i>[Signature]</i>	D3	5,502,636		CLARKE	03-1996	
<i>[Signature]</i>	D4	5,515,270		WEINBLATT	05-1996	
<i>[Signature]</i>	D5	5,592,560		DEATON et al.	01-1997	
<i>[Signature]</i>	D6	5,642,485		DEATON et al.	06-1997	
<i>[Signature]</i>	D7	5,327,508		DEATON et al.	07-1997	
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<i>[Signature]</i>	D10	5,717,923		DEDRICK	02-1998	
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<i>[Signature]</i>	D16	6,012,051		SAMMON, Jr. et al.	01-2000	
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<i>[Signature]</i>	D18	6,049,777		SHEENA et al.	04-2000	
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<i>[Signature]</i>	D20	6,055,573		GARDENSWARTZ et al.	04-2000	
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## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
<i>[Signature]</i>	D34	WO	00/62184		NG	10-2000		

Examiner  
Signature

*[Signature]*  
DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

Date  
Considered

*[Signature]*  
7 Aug 06

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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

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NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
	D35	Bayesian Model Averaging: A Tutorial (with discussion ) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002		
	D36	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.		
	D37	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02		
	D38	"Fleet financial banks on data warehouse," Target Marketing, Philadelphia, November 1998.		
	D39	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> , 12 August 2002		
	D40	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10		
	D41	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Catalog # 01777983, File #370, by Hoke Communications Inc., May 1997.		
	D42	Petition decision on case 09/349,860, mailed to Walker Digital, Stanford CT, on December 29, 2005.		
	D43	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=m">http://news.com.com/2100-1023-236092.html?tag=m</a> , 08/08/2002		
	D44	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000		

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p. 40(7)

**DONALD L. CHAMPAGNE**  
**PRIMARY EXAMINER**

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